M, x is the number of water molecules per unit cell, m and y are the total number of tetrahedra per unit cell, and y/m is 1 to 100, and wherein M is selected from the group consisting of sodium, potassium, magnesium, and calcium.

19. The method according to claim 17, wherein said aluminosilicate ion exchange material is zeolite.

20. The method according to claim 17, wherein said aluminosilicate ion exchange material further acts as a builder in said detergent product.

21. The method according to claim 17, wherein said aluminosilicate ion exchange material has pores having a pore diameter in a range of from about 2 ANGSTROMS to about 12 ANSTROMS.

22. The method according to claim 17, wherein said aluminosilicate ion exchange material has a total porosity of at least 25 %.

23. The method according to claim 17, wherein said gas is carbon dioxide.

24. The method according to claim 17, including heating said aluminosilicate ion exchange material to a temperature of at lest 20 degrees C before entrapping said gas within said pores of said aluminosilicate ion exchange material.

25. The method according to claim 17, including placing said aluminosilicate ion exchange material inside a pressurizable container and entrapping said gas into said pores of said aluminosilicate ion exchange material at a gas pressure of at least 1 atmosphere.

26. The method according to claim 17, wherein said aluminosilicate ion exchange material having gas entrapped therein is added to said detergent composition in an amount in a range of from about 1 % to about 25 % by weight of said detergent composition.

27. The method according to claim 17, wherein said detergent composition is free of citric acid and bicarbonates.

28. Method for forming a laundry detergent product exhibiting a combination of effervescency and building properties, comprising the steps of:

providing an aluminosilicate ion exchange material having pores;

entrapping a gas into said pores of said aluminosilicate ion exchange material;

adding said aluminosilicate ion exchange material having gas entrapped therein to a laundry detergent composition; and

forming a laundry detergent product exhibiting effervescency and building properties when said detergent product is placed in an aqueous medium.

29. The method according to claim 28, wherein said aluminosilicate ion exchange material is zeolite.

30. The method according to claim 28, wherein said aluminosilicate ion exchange material has pores having a pore diameter in a range of from about about 2 ANGSTROMS to about 12 ANSTROMS.

31. The method according to claim 28, wherein said aluminosilicate ion exchange material has a total porosity of at least 25 %.

32. The method according to claim 28, wherein said gas is carbon dioxide.

33. The method according to claim 28, including heating said aluminosilicate ion exchange material to a temperature of at least 20 degrees C before entrapping said gas within said pores of said aluminosilicate ion exchange material.

34. The method according to claim 28, including placing said aluminosilicate ion exchange material inside a pressurizable container and entrapping said gas into said pores of said aluminosilicate ion exchange material at a gas pressure of at least 1 atmosphere.

35. The method according to claim 28, wherein said aluminosilicate ion exchange material having gas entrapped therein is added to said laundry detergent composition in an

amount in a range of from about 1 % to about 25 % by weight of said laundry detergent composition.

36. The method according to claim 28, wherein said laundry detergent composition is free of citric acid and bicarbonates.

37. A laundry detergent product, comprising:

a laundry detergent composition including a surfactant and a builder;

wherein said builder is adapted to deliver a combination of building properties and effervescency properties to said laundry detergent composition;

said builder including an aluminosilicate ion exchange material of the formula, $Mm/n\ [(AlO_2)m(SiO_2)y]\cdot xH_2O$ where n is the valence of the cation M, x is the number of water molecules per unit cell, m and y are the total number of tetrahedra per unit cell, and y/m is 1 to 100, and wherein M is selected from the group consisting of sodium, potassium, magnesium, and calcium, said aluminosilicate ion exchange material having pores, and said aluminosilicate ion exchange material having a gas entrapped within said pores; and

said detergent product exhibiting effervescency when said detergent product is placed in an aqueous medium.

38. The laundry detergent product according to claim 37, including a zeolite having carbon dioxide gas entrapped therein, said zeolite being present in said laundry detergent composition in an amount in a range of from about 1% to about 25 % by weight.

39. The laundry detergent product according to claim 37, wherein said laundry detergent product is in a particulate form.

40. The laundry detergent product according to claim 37, wherein said laundry detergent product is in a non-particulate form.

41. The laundry detergent product according to claim 37, further comprising adjunct detergent ingredients selected from the group consisting of enzymes, soil release agents, dispersing agents, optical brighteners, suds suppressors, fabric softeners, enzyme stabilizers, perfumes, dyes, fillers, dye transfer inhibitors, and mixtures thereof.